



Andreia Silva

Brand, Marketing & e-commerce consultant | Project management | freelancer

📍 41 M. Gladbach, Germany

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Native)

Portuguese (Native)

About

- Ambitious marketing leader with experience in digital branding, performance/retention marketing & ecommerce within multichannel retail environments.
- Track record in creating value for the business at maximum ROI through paid media (Paid social, paid search, affiliates, display), existing customer (CRM & Email), strategic partnerships and SEO.
- Experienced in international strategy & cross-market liaison to support global brand growth vision and alignment of media strategy to redefine brand positioning.
- Strong experience in developing and motivating high performing digital teams, cross function departments and external agencies.
- Strong commercial acumen, results-focused & entrepreneurial approach with strong project and stakeholder management skills and the ability to influence key decisions.
- Well versed in key e-commerce enhancement projects (SFCC migration, website redesign, affiliate network & ESPs migrations, build data & CRM analytics stack, data attribution models, product feed optimisation, etc).
- MA in Advertising and Marketing Communications and ACIM qualified with a BA in Media Communications.

BRANDS WORKED WITH

Adidas

Claire's Accessories

Iamandreiasilva

LinkedIn

Links of London

Mantaro Partners

Selfridges

Texture

Waterstones

Experience

● Digital consultant at Texture

Iamandreiasilva | Mar 2021 - Now

● Marketing & Branding Consultant

Iamandreiasilva | Nov 2019 - Now



● Retail & Digital Marketing Consultant - Stella McCartney

Adidas | Jun 2023 - Now



● Global senior retail marketing manager - Running BU

Adidas | Oct 2022 - Jun 2023

● Marketing and branding consultant at Marmoris

Iamandreiasilva | Apr 2022 - Oct 2022

● Brand Manager

Mantaro Partners | Sep 2021 - Sep 2022

● Account Director

Texture | Feb 2020 - Mar 2021



● Global Senior Digital Marketing Manager

Links of London | Jan 2019 - Oct 2019

Skills: Performance Marketing · Paid Search Strategy



● Senior Digital Marketing Manager

Links of London | Apr 2018 - Jan 2019

Skills: Performance Marketing · Paid Search Strategy



- **Digital Marketing Manager**

Links of London | Jun 2015 - Apr 2018

Skills: Performance Marketing · Paid Search Strategy



- **Online Acquisition Manager**

Links of London | Apr 2014 - Jun 2015

Skills: Performance Marketing · Paid Search Strategy



- **Online Acquisition Assistant Manager**

Selfridges | Jul 2013 - Mar 2014



- **Online Marketing Coordinator**

Waterstones | Apr 2012 - Jul 2013



- **International account planner**

LinkedIn | Oct 2011 - Mar 2012

- **Assistant manager (Retail)**

Claire's Accessories | Oct 2007 - Mar 2011

Education & Training

2010 - 2011

- **Bournemouth University**

Master of Arts,

2008 - 2009

- **CIM | The Chartered Institute of Marketing**

CIM diploma,

2003 - 2007

- **Universidade de Aveiro**

Bachelor's degree,